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interlinkONE Introduces the Availability of QR Codes with QReate & Track

QR Codes Provide Easy Way to Drive Marketing Efforts

WILMINGTON, MA, November 30, 2009—interlinkONE Inc., a leading provider of web-based marketing software solutions, today announced the availability of QReate and Track. The application, which is available at <http://QReateAndTrack.com>, allows people to generate QR Codes and measure their effectiveness.

Quick Response Codes (QR codes), an innovative way of connecting information with objects and place—a practice known as mobile tagging—as part of the company’s ongoing development of marketing solutions that build, manage, execute, and measure all aspects of a company’s marketing efforts. QR codes are two-dimensional bar codes featuring URLs that drive users from printed material to the web, and are increasingly being used on business cards, direct mail pieces, billboards, postcards, fliers, and more to enhance marketing initiatives. interlinkONE’s marketing software makes it easy to generate QR Codes independently or as an integrated part of the company’s end-to-end personalized marketing solutions.

“Many tools on the web help you generate QR Codes; however, interlinkONE offers the only multi-channel marketing software solution that allows you to generate QR Codes and then compare their success to other marketing efforts,” said John P. Foley, Jr., president and CEO of interlinkOne. “For example, you can measure how effective a printed piece was with the QR Code versus e-mail efforts or you can figure out how recipients many clicked the link to your newsletter via Twitter versus how many accessed it via the QR Code on your company flier. These are just a sample of the valuable marketing metrics that you have access to via one dashboard with our marketing software.”

Widely used throughout Japan and in parts of Europe, QR codes are gaining more popularity in the

United States as more people use mobile phones to access 3G networks. Scanning software can be loaded onto such devices as smart phones. The user then points the device at a code, and the smart phone brings up websites, text or pictures. The code pattern is small enough to be hidden or incorporated into a visually pleasing image.

For more information, please visit <http://QReateAndTrack.com>.

About interlinkONE

interlinkONE provides software that delivers end-to-end personalized marketing, fulfillment, and variable print solutions. Companies in the print, fulfillment and mail industry use interlinkONE to better manage, execute, and measure their customers' marketing initiatives and boost revenue. Solutions include Software as a Service (SAAS) or ASP web hosted marketing tools that make it possible to create highly targeted one-to-one mailers, web-to-print solutions, personalized URL campaigns, QR Codes, and e-mail marketing in addition to fully integrated campaign management, lead acquisition programs, collateral fulfillment, order, inventory, fulfillment, and warehouse management. With interlinkONE's suite of solutions, print, fulfillment and mail service providers can improve marketing results and increase revenue opportunities while reducing costs.

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